

Building Relevance

Meeting critical community needs through an innovative parks partnership





Mission Focused Partnership



- Recreation
- Education and Interpretation
- Public Safety
- Natural and Cultural Resource Protection
- Academic Enrichment
- Health and Wellness
- Juvenile Justice
- Refugee Resettlement
- Civic Engagement
- Job Training & Employment



“You're not just changing kids lives... for some of them you're saving their lives”

-Vanessa Moreno, Morse High School Psychologist









La Cuenca del Río Tijuana

El mosaico a la entrada del Centro de Visitantes es una réplica de la Cuenca del Río Tijuana. El agua de lluvia y nieve derretida y el escurrimiento de las calles de la ciudad fluyen por arroyos y ríos hacia el mar. La costa de San Diego tiene 12 cuencas mayores que unen las montañas con el océano.

La Cuenca del Río Tijuana abarca 4,532 kilómetros cuadrados - tres cuartas partes se encuentran en México e incluyen las ciudades de Tijuana y Tecate. Todos podemos hacer nuestra parte para proteger nuestra cuenca. Por ejemplo, podemos impedir que el aceite de vehículos, fertilizantes y plásticos entren a los alcantarillados y fluyan al estuario y eventualmente al mar.

Hay tres represas en la cuenca. Las represas almacenan el agua para el consumo doméstico pero interrumpen el arrastre de la arena a la costa y fragmentan el hábitat nativo. Sedimento asociado con el desarrollo urbano rellena los humedales y reduce hábitat para los peces y las aves. Al mantener los taludes vegetados alrededor de nuestras casas, podemos prevenir que el sedimento entre en los humedales costeros.



La cuenca puede ser medida usando la placa con huellas que se encuentra en el piso hacia la izquierda



IMPACT:

- 96% of Seniors graduated from high schools with low graduation rates;
- 98% of program participants showed improved interpersonal skills;
- 97% of program participants reported increased participation in positive activities;
- 83% increased their environmental stewardship; and,
- 60% of paid field instructors are program graduates.



2016 Partnership Outcomes



- 1,500 disadvantaged youth participated in parks-based recreation, education and stewardship activities (400+ total outings)
- 15 young adults gained park-related job skills and employment
- 91% of youth reported an increased appreciation of nature and the outdoors
- 95% reported that protecting parks is “extremely important”



Timeline CSP & Outdoor Outreach



- Full Fees – parking, permit, facility, staff
- Reduced Fees
- Further Reduced Fees – Recovery Level
- Offset all fees with measurable, quantified value
- Leverage funds to directly support programs



Our Challenges



Gifting of Public Funds

Budget Realities

Defensibility of partner choices to other groups

Wanting Legitimacy for the Agreement



Partnership Services Provided



- Fee Waivers
- Aquatic Safety
- Environmental Stewardship Coordination
- Educational Lessons
- Youth Recruitment
- Transportation
- Recreational Instruction
- Educational Lessons
- Media Engagement
- Park Advocacy



Estimated Service Value



Staffing Cost
Parking Fee Waivers
SE Permit, Facility Fee

\$6500 - \$7500k/year

Instructors
Transportation
Equipment/Supplies
Insurance
Overhead

\$100,000+



Mission Based Targets



- Reach target audiences & bringing them to us for a meaningful parks experience
- Water safe kids and families, new park visitors
- **Feeder Program to JG program, seasonal and permanent Park Staff**
- Which creates a workforce pipeline to reflect the diversity of our region



Questions?

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